

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY CST 100 – PRINCIPLES OF PUBLIC SPEAKING (3 CR.)

Course Description

Applies theory and principles of public address with an emphasis on preparation and on the extemporaneous method of delivery. The assignments in the course require college-level reading and analysis of scholarly studies and coherent communication through written reports, including the production of at least one APA/MLA-formatted individual writing assignment. **This is a UCGS transfer course.** Lecture 3 hours, Laboratory Total 3 hours per week.

General Course Purpose

CST 100 provides guidelines, practice opportunities, and feedback in selecting, organizing, adapting, and presenting ideas in a variety of public speaking situations.

Course Prerequisites/Corequisites

None.

Course Objectives

Upon completing the course, the student will be able to:

Critical Thinking

- Analyze principles of communication.
- Articulate the benefits and challenges of communication in present day society or in their own lives.
- Conceptualize, select, apply, analyze, synthesize, and/or evaluate information to develop messages for audience-centered speeches/presentations.

Civic Engagement

- Analyze the relationship between communication and diversity.
- Describe the role of public speaking as a means to communicate about community issues.

Professional Readiness

- Orally communicate ideas to a listener with verbal and nonverbal fluency.
- Apply specific communication concepts or theories to personal and professional lives.

Written Communication

- Analyze the various components of a public presentation and develop a written outline for a presentation

Elements of Communication Process

- Identify and describe the elements of the communication process, explain how speakers utilize this knowledge, and apply this knowledge when constructing/delivering speeches.

General and Specific Speech Purposes

- Identify the general purpose for a variety of speech occasions.
- Generate and refine specific speech purposes.

Modes of Delivery

- Compose and perform a variety of speeches that demonstrate an understanding of the different modes of delivery, including online and in-person delivery.

Speech Preparation

- Choose a topic, create a thesis, conduct research, develop effective messages, and organize the information into a coherent speech outline that includes citations and a bibliography/works cited page.

Critical Listening

- Assess and critique/evaluate speech performances.

Audience Analysis

- Analyze audience reaction data and adapt speech topics to reflect feedback provided.

Thesis Identification and Development

- Create thesis statements for informative and persuasive speeches.

Logos, Argumentation and the Use of Evidence

- Define and describe logos, identify and apply techniques to formulate an argument–supported by logical evidence–in persuasive speech performances.
- Develop arguments for persuasive performances, to include individual/group speeches and/or debates.

Ethos and the Development of Speaker Credibility

- Define and describe ethos and identify and apply techniques to improve speaker credibility in speech performances.
- Uphold the core values/ethics of society in speech performances.

Pathos and the Development of Emotional Appeals

- Define and describe pathos and identify and apply effective techniques to craft and incorporate emotional appeals in persuasive speech performances.

Speech Anxiety

- Evaluate their own level of speech anxiety and integrate solutions to decrease anxiety during speech performances.

Audio-Visual Aids

- Develop and utilize appropriate audio-visual aids in various speech assignments.

Feedback Skills

- Evaluate peers' speeches and provide constructive feedback.

Major Topics to be Included

Elements of Communication Process
General and Specific Speech Purposes
Modes of Delivery
Speech Preparation
Critical Listening
Audience Analysis
Thesis Identification and Development
Logos, Argumentation and the Use of Evidence
Ethos and the Development of Speaker Credibility
Pathos and the Development of Emotional Appeals
Speech Anxiety
Audio-Visual Aids
Feedback Skills